

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / SEPT. 16, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 13, 1963</u>			
Sept. 12	BEST RELEASE--Evan Picone and Revlon cosmetics.(Preview, Sept.10)		
Sept. 12	STERN'S RELEASE DATE--Spanish collection (Preview, Sept. 10)		
Thursday Sept. 12 9:30 A.M. Coffee	PRESS PREVIEW: LINE- FOR-LINE IMPORTS Ohrbach's Paris and Italian import reproductions. By invitation. (For Release, Fri., Sept. 13.) Customer showings: 5:45 P.M.--Mon., Sept. 16, N.Y.C. At 12:45--Sept. 23, Westbury; Sept. 25, Newark. Publicity: Mark Klausner, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Thursday Sept. 12 9:30 A.M.- 11:30 A.M. Coffee	PRESS PREVIEW OF NEW FABRICS Press showing of new dress and sportswear fabrics, made by Swift Manufacturing Company with Creslan acrylic fiber. By invitation. Publicity: Dorothy Ashton, Sally Dickson Assoc., PL. 3-7385.	AMERICAN CYANAMID CO.	111 WEST 40TH STREET 16TH FLOOR
Thursday Sept. 12 10:30 A.M. Coffee	PRESS PREVIEW: SHOWCASE OF IMPORTS "One World" showcase of imports from around the world at a preview for press. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR "ESPRESSO CAFE"
Thursday Sept. 12 12:00 Noon Luncheon	LUNCHEON:"THE CHANGING CONSUMER MARKET" Speaker: Mr. Gerald Skibbins, Research Executive of Opinion Research Corporation. Cartoon illustration by Arthur Norgren, Art Director, "Home Furnishings Daily." Members, \$6.50; guests, \$7.50. Contact: TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE(767 LEXINGTON)	HOTEL PIERRE BALLROOM
Thursday Sept. 12 12:30 P.M. Luncheon	INTERNATIONAL FASHIONS AT LUNCHEON SHOW Showing of international boutique and ready-to-wear fashions. Also, special fashions for dogs. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Mark Cross Publicity: Diana Gilbey, SU. 7-4000. Coordinator: Mary Alice Rice, PL. 2-5726.	MARK CROSS	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 12 2:00 P.M.	CRUISE AND EARLY SPRING COLLECTION Junior fashions--Holiday, Cruise, and early Spring costumes, designed by Betty Carol. By invitation. Continuous thereafter. Contact: Betty Whitman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Sept. 12 5:30 P.M. Cocktails	PREMIERE SHOWING:SPORTS & SKI FUR FASHIONS Private preview of couture sports and ski fur collection, designed by Greta Plattry. By invitation only. Continuous thereafter in showroom, 6th Floor, 333 Seventh Avenue. Contact: PL. 5-8104 or PE. 6-1530.	GRETA PLATTRY FOR S. & H. BERGER	400 EAST 58TH STREET PENTHOUSE B

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 12	HOLIDAY BLOUSES, TOPPERS, SCARVES Fashions for cruise, winter, holiday, travel, and private lives. For buying office and store buyers. Contact: Matt Shaw, AL. 5-6464. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Friday Sept. 13 10:00 A.M.	PRESS PREVIEW: IRISH COUNTY COLLECTION Guest of honor: Maureen Evans, sportswear designer. By invitation. (For Release, Tues., Sept. 17.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR
Friday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. (For Release, Mon., Sept. 16.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON

WEEK BEGINNING MONDAY, SEPTEMBER 16, 1963

Sept. 16	BERGDORF GOODMAN RELEASE DATE--Curiel and Newman fashions. (See Above)		
Monday Sept. 16 10:30 A.M.; 11:00 A.M.	HOLIDAY AND RESORT COLLECTIONS Showings--Leonard Arkin at 10:30; Arkin Knits at 11:00--Sept. 16, 23. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 16 11:00 A.M. Coffee	PRESS PREVIEW OF NEW MODEL ROOMS Four model rooms, presenting "Gallery I," Milo Baughman's new collection for Directional. By invitation. (For Release, Wed., Sept. 18.) Publicity: Adeline Jason, TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS	7TH FLOOR DECORATING STUDIO
Monday Sept. 16 12:30 P.M.	"MEXICO IN NEW YORK" FASHION FIESTA "Mexico in New York Week" will be highlighted by a showing of 29 native costumes. Commentator: Terry Mayer. Contact: Bruce Fouche, PL. 5-7212.	CITY OF NEW YORK;& MEXICAN GOVERNMENT	ROCKEFELLER CENTER
Monday Sept. 16 3:00 P.M. Sherry	PREVIEW: BRITISH TWEEDS AND IMPORTS Press preview of Best's British tweeds and import collection. By invitation. (For Release, Thurs., Sept. 19.) Publicity: Joan Powers, PL. 9-2000.	BEST & CO.	12TH FLOOR RECREATION ROOM
Monday Sept. 16; Sept. 17 3:30 P.M.	HOLIDAY AND RESORT DRESS COLLECTION Showings Sept. 16 and 17 at 3:30. By invitation. Thereafter informal showings. Contact: Paula Gregoriade, IO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Sept. 16 4:00 P.M.	PRESS PREVIEW OF FUR FASHIONS Fall and Winter fur fashions, including interpretations of Paris. By invitation. Publicity: Jeri Amstel, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET FUR SALON
Monday Sept. 16 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW "TINABELL" Introduction of the "Tinabell"--a new shape designed by Tina Leser in dresses for David Goodstein and swimsuits for Gabar. By invitation. Contact: Rosemary Sheehan, MU. 5-1280.	TINA LESER	300 EAST 51ST STREET PENTHOUSE - 17D

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 16 6:30 P.M.- 9:00 P.M.	FIRST SESSION OF FASHION CAREER COURSE Subject: "Ready-To-Wear." Miss Rikki--Cabana Beachwear Co.; Pauline Trigere--Trigere, Inc. Price for course (10 lectures): \$20.00. Individual session: \$2.75 each. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) Speakers: Adele Simpson--Adele Simpson, Inc.; Trigere, Inc.	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Beginning Monday Sept. 16	HOLIDAY AND RESORT COLLECTION Informal showings, by appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Sept. 16	OPENING: HOLIDAY AND RESORT COLLECTION Continuous daily showings of Holiday and Resort dresses and costumes, including floor-length, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES-FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 16	OPENING OF RESORT COLLECTION By appointment. Contact: Faye Berk, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Sept. 16	HOLIDAY AND RESORT COCKTAIL FASHIONS Cocktail and evening fashions, designed by George Nardiello. Continuous daily. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Sept. 16	HOLIDAY-CRUISE "FESTIVAL IN LEATHERS" Informal showings of leather fashions; also imported fabrics and knits coordinated with kid and suede leathers. By appointment. Contact: LA. 4-4562. Publicity: Sara Pennoyer, MU. 2-6480.	SAMUEL ROBERT, INC.	1407 BROADWAY SHOWROOM - 27TH FLOOR
Beginning Monday Sept. 16	OPENING OF RESORT COLLECTION "Travelogue"--shirts, skirts, pants, separates, playclothes, dresses at continuous showings. Contact: Rhoda Sattler, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Monday Sept. 16	ITALIAN RESORT, ADVANCE SPRING COLLECTION Informal showings of "La Primavera" Italian haute couture knits, designed by Chiara Ghigi and Pino Lancetti. Contact: Barbara Rado, BR. 9-0925. Publicity: Terry Seymour and Reggi Riccardi, 38 E. 57th St., MU. 8-6380.	GINO PAOLI, INC.	1407 BROADWAY SHOWROOM - 37TH FLOOR
Beginning Monday Sept. 16	HOLIDAY AND RESORT COLLECTION By appointment. Publicity: Betty Yarmon, TR. 9-7112.	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 16	OPENING: HOLIDAY AND RESORT COLLECTION By appointment. Publicity: Betty Yarmon, TR. 9-7112.	STEPHAN LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 16	OPENING OF RESORT COLLECTIONS Members: Alper Schwartz, Ben Barrack, Paul Blumenstein, Cameo Evening, Five-Thirty P.M., Robert Goldberg, Grobe, Kay-Selig, Parnes-Feinstein, Abe Schrader, Mort Schrader, Jerry Silverman, Frank Starr, Young Viewpoint, Murray Zenkel. Contact: Betty Yarmon, WI. 7-7125.	FASHION ORIGINATORS GUILD OF AMERICA, INC.	INDIVIDUAL SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Weeks Sept. 16 And Sept. 23	INFORMAL SHOWINGS: RESORT-SUMMER SWIMWEAR Private showings for two weeks, presenting misses and junior swimwear, sun dresses, and sportswear. Resident buyers, Wed., Sept. 25 at 4:00 P.M. By invitation and appointment. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	NEW YORK HILTON PRESIDENTIAL SUITE
Sept. 17	ALTMAN RELEASE DATE--Irish County Clothes. (Preview, Fri., Sept.13--Pg.2)		
Tuesday Sept. 17 9:00 A.M. Breakfast	PREVIEW: ITALIAN BOUTIQUE FASHIONS "Dea Vivente" collection of Italian boutique fashions for Resort and early Spring, designed by Chiara Ghigi. Showing at 9:30 A.M. By invitation. Contact: Ruth Weber, CH. 4-0556. Publ.: Riccardi & Seymour, MU. 8-6380.	VIA VENETO, 7 (DIV.OF GINO PAOLI)	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Sept. 17 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF NEW "GALLERIA" Opening of I. Miller's new "Galleria," featuring a collection of imported shoes. By invitation. (For Release, Mon., Sept. 23.) Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	I. MILLER	734 FIFTH AVENUE AT 57TH STREET
Tuesday Sept. 17 10:00 A.M.	PREVIEW: RESORT--EARLY SPRING COLLECTION Resort and early Spring coats, suits, and ensembles at a preview for press and buyers. By invitation. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Sept. 18.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday Sept. 17 11:00 A.M.; 11:30 A.M.	HOLIDAY AND RESORT COLLECTIONS Showings--Andrea A. at 11:00; Andrew Arkin at 11:30--Sept. 17, 24. Contact: Miss Brigitte, WI. 7-5324.	ANDREA A.; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Sept. 17 11:30 A.M.	PREVIEW: HOLIDAY AND RESORT COLLECTION By reservation. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Sept. 17 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Presentation of fashions designed by Philippe Tournaye for Rembrandt, and available at Bergdorf Goodman. Press by invitation. Public by reservation; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	REMBRANDT	HOTEL PLAZA PERSIAN ROOM
Tuesday Sept. 17 1:00 P.M.	PREVIEW: HOLIDAY AND RESORT FASHIONS Preview of Holiday and Resort late-day and formal fashions. Also, Tuesday, Sept. 24 at 1:00 P.M. By invitation. Continuous thereafter. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 17 2:00 P.M.	RESORT AND EARLY SPRING COATS Opening of Resort and early Spring collection of coats by Originala. By appointment. Contact: Mr. Mariani, BR. 9-8987	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Sept. 17 2:30 P.M.	SHOWING OF 1963 FUR COLLECTION Presentation of Ben Kahn's collection, including sport furs. By invitation only. Publicity: Mathews-Latham, MU. 5-7907.	BEN KAHN	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday Sept. 17 2:30 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Elizabeth Arden's Fall-Winter collection, designed by Oscar de Renta. By invitation. (For Release, Thurs., Sept. 19.) (Note Change of Time.) Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise, and Spring 1964 sportswear fashions at a preview for press and buying offices. Show at 4:30 P.M. By invitation only. Publ.: Claire De Kupsa or Roberta Berk, BR. 9-1972.	WHITE STAG	HOTEL PIERRE BALLROOM
Tuesday Sept. 17 4:00 P.M. Cocktails	OPENING: HOLIDAY- CRUISE COLLECTION Malcolm Starr will present the Frank Starr Originals Holiday-Cruise collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Sept. 24 and 26 at 4:00 P.M. By appointment. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW OF ART EXHIBITION International exhibition of world-wide fine art and original oil paintings. By invitation. (Release, Fri., Sept. 20.) Publ.: Margot Infantino, IO. 4-3300	GIMBELS	4TH FLOOR AUDITORIUM
Tuesday Sept. 17 4:00 P.M.	HOLIDAY AND CRUISE COLLECTION Showings at 4:00, Sept. 17 and 24. By appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Sept. 17 8:30 P.M. Champagne	FALL FASHION PRESENTATION Mr. William Leigh Smith, president, will invite guests to a special invitation showing of Bonwit Teller's Fall fashions from American designer collections and boutiques of Europe. By invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	721 FIFTH AVENUE
Beginning Tuesday Sept. 17	SHOWING OF EARLY SPRING COLLECTION Informal showings, by appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Sept. 18	ABRAHAM & STRAUS RELEASE DATE--New model rooms. (Preview, Sept. 16--See Pg. 2)		
Wednesday Sept. 18 9:30 A.M. Coffee	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview of Macy's "Made-in-Europe" ready-to-wear collection. By invitation. (For Release, Fri., Sept. 20.) Publicity: Joan Springler, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 18	ROSH HASHONAH (Jewish Holiday--begins at sundown. First day Thurs., Sept. 19)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 19	ELIZABETH ARDEN'S RELEASE DATE--(Preview, Sept. 17, See Pg. 5)		
Sept. 19	BEST'S RELEASE--British tweeds and imports. (Preview, Sept. 16--See Pg. 2)		
Thursday Sept. 19 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS" Preview for press of Sloane's "House of Years" shop. By invitation. (Note Change of Date.) (For Release, Mon., Sept. 23.)	W & J SLOANE	414 FIFTH AVENUE 5TH FLOOR Publicity: Robert Welch, OX. 5-3800.
Sept. 20	MACY'S RELEASE DATE--"Made-in-Europe." (Preview, Sept. 18--See Page 5)		
Sept. 20	GIMBELS RELEASE DATE--Art and paintings. (Preview, Sept. 17--See Page 5)		
Friday Sept. 20 10:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview of children's import fashions to the press. By invitation. <u>For</u> Release, Fri., Sept. 27.)	GIMBELS	2ND FLOOR CHILDREN'S WORLD Publicity: Margot Infantino, LO. 4-3300.
Sunday Sept. 22 5:00 P.M.- 8:00 P.M. Cocktails	FASHION AWARDS, SHOW AND RECEPTION Black tie reception honoring the five winners of Woolens and Worsteds of America Achievement Awards and presentation of Couture Group evening fashions. By invitation. Contact: Manning Public Relations, LE. 5-6100.	WOOLENS AND WORSTEDS OF AMERICA	5 EAST 75TH STREET
Sept. 23	I. MILLER RELEASE DATE--New "Galleria." (Preview, Sept. 17--See Page 4)		
Sept. 23	SLOANE RELEASE DATE--"House of Years" Shop. (Preview, Sept. 19--See Above)		
Sept. 23	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, MU. 3-7520.		
Monday Sept. 23 9:30 A.M. Coffee	PRESS PREVIEW: PAULETTE MILLINERY Preview for the press of Paulette's millinery for Fall. By invitation. (For Release, Tues., Sept. 24.)	SAKS FIFTH AVENUE	5TH FLOOR Publ.: Helen O'Hagan, PL. 3-4000.
Monday Sept. 23 9:30 A.M.- 11:00 A.M. Coffee	PRESS PREVIEW: FALL AND WINTER SHOES "The Blue Chip Collection"--preview for press of Delman's Fall and Winter shoes, boots, and coordinated bags. Edward Rayne, president, will greet the press. By invitation. Contact: Budd Calisch, JU. 2-9090.	DELMAN, INC.	BERGDORF GOODMAN DELMAN SALON
Beginning Monday Sept. 23 11:30 A.M.	RESORT AND EARLY SPRING COLLECTION Resort and early Spring coats, suits, ensembles, designed by David Kidd. Showings at 11:30, Sept. 23, 24, 25, Oct. 1 and 2. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Sept. 23 1:15 P.M.	RESORT AND HOLIDAY DRESS COLLECTION Sylvia Kaplan's Resort and Holiday dresses and ensembles. By invitation. Thereafter, Sept. 30 and Oct. 7 at 1:15. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday Sept. 23	HOLIDAY AND RESORT COLLECTION Mignon will present their Holiday and Resort collection at continuous showings. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

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Monday Sept. 23 2:30 P.M.	PREVIEW: HOLIDAY AND RESORT COLLECTIONS Fashions by Sylvan Rich and Jerry Parnis for Martini. Also, Sept. 25, Oct. 3 and 7 at 2:30. By reservation. Contact: Eli Lehrman, LO. 4-0616. Publicity: Eleanor Lambert, MU. 8-2130.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Sept. 23 3:30 P.M.	PREVIEW: HOLIDAY- RESORT COLLECTION One showing only of Holiday and Resort collection. Continuous thereafter. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Sept. 23 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: ENGLISH COUNTRY HOUSE LOOK Altman's will preview their new model rooms. By invitation. (<u>For Release,</u> <u>Tuesday, Sept. 24.</u>) Publicity: Lorraine Talent, OR. 9-7800.	B. ALTMAN & CO.	7TH FLOOR
Beginning Monday Sept. 23	OPENING: RESORT-EARLY SPRING COLLECTION Continuous daily showings of Resort and early Spring collection, designed by Philippe Tournaye for Rembrandt. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Sept. 23	OPENING OF RESORT COLLECTION Resort collection of boutique separates, cashmere coordinates, imported knits, and casual suits, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0200.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Georges Kaplan's press preview of Fall and Winter fur fashions, introducing world premiere of two new furs. <u>Showing at 10:00 A.M.</u> By invitation. Contact: Miss Hoerig, CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Tuesday Sept. 24 10:00 A.M.	OPENING: RESORT COLLECTION Showings at 10:00, Sept. 24, 25, 26. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 24 11:00 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION Two showings, Sept. 24 at 11:00, and Oct. 1 at 12:00 Noon. (<u>Note Change of</u> <u>Dates.</u>) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 24 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1964 Preview for the press and buyers of Rose Marie Reid 1964 swimwear collec- tion. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday Sept. 24 12:00 Noon	OPENING: RESORT AND HOLIDAY COLLECTION Showings Sept. 24, 25, 26 at 12:00 Noon. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Sept. 24 12:00 Noon	OPENING: RESORT AND HOLIDAY COLLECTION Collection designed by Don Breitinger. Showings Sept. 24 and Oct. 1 at 12:00 Noon. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 24 1:00 P.M.	OPENING: HOLIDAY- RESORT COLLECTION Showings of Holiday and Resort collection, Sept. 24, Oct. 1, Oct. 8 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 24 1:00 P.M.	HOLIDAY AND RESORT COLLECTION Showings Sept. 24, 25, 26 at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 24 1:15 P.M.	HOLIDAY AND RESORT COLLECTION Showings Sept. 24 and 26 at 1:15 P.M. Contact: Larry Farragut, LO. 5-2727.	DAVID E. GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 24 1:15 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION Showings Sept. 24 and 26 at 1:15. By reservation. LO. 3-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR Contact: Kay McGowan,
Tuesday Sept. 24 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION For press and resident buying offices, by invitation. Beginning Monday, Sept. 30 through Oct. 10, daily except Friday at 10:30. Thereafter, Mon., through Wed. at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 24 2:30 P.M.	OPENING: RESORT AND EARLY SPRING Showings Sept. 24, 25, 26, Oct. 1, 2, 3, 9 at 2:30. For reservations, contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Sept. 24 3:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. (For Release, Thurs., Sept. 26.) Contact: Joseph J. Davis, CI. 5-0322. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMWEAR AND PLAYWEAR Preview of women's swimwear and playwear for 1964. By invitation. Contact: Barbara Renning (buyers). Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	115 EAST 51ST STREET
Tuesday Sept. 24 6:15 P.M.	BENEFIT PREVIEW FOR "ENTRAIDE" "Tradition"--annual storewide presentation of European imports at benefit preview for "Entraide Francaise." Tickets: \$5.00. By invitation. (For Release, Wed., Sept. 25.) Publ.: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	THROUGHOUT STORE
Wednesday Sept. 25 10:00 A.M. And 3:00 P.M.	JUNIOR SWIMSUITS AND SPORTSWEAR Three showings, for buying offices only, Sept. 25 at 10:00 A.M. and 3:00 P.M.; Sept. 27 at 10:00--Jantzen Junior swimsuits and sportswear, designed by Julie Isles. By invitation. Contact: Helen Tigler, OX. 7-0811.	JANTZEN JUNIOR	261 MADISON AVENUE SHOWROOM - 11TH FLOOR
Wednesday Sept. 25 10:30 A.M.	OPENING OF RESORT COLLECTION One showing only, by appointment. Contact: Myra de Francesca or David Taxier, IA. 4-8490.	EDWARD ABBOTT- WILSON FOIMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 25 12:30 P.M. Luncheon	READY-TO-WEAR IMPORTS AT LUNCHEON SHOW Showing of Macy's made-in-Europe collection. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Joan Springler, OX. 5-4400. Fashion Show Dir.: Mary Alice Rice, PL. 2-5726.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Wednesday Sept. 25 1:00 P.M.	OPENING OF RESORT COLLECTION Shows at 1:00, Sept. 25 and Oct. 3. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Sept. 25 4:00 P.M.	PREMIERE SHOWING OF CUSTOM FASHIONS Preview for press of Sirchio's first haute couture custom collection for Fall and Winter. By invitation. Contact: PL. 1-2064. Publicity: Barbara Kling, IT. 1-8024.	SIRCHIO	323 EAST 58TH STREET SHOWROOM - 4TH FLOOR
Sept. 25	COLE OF CALIFORNIA SWIMSUIT SHOW FOR RESIDENT BUYERS AT 4:00, N.Y. HILTON.		
Wednesday Sept. 25 5:00 P.M.	PREVIEW: REVILLON FUR FASHIONS Revillon's fur fashions, presented by Saks Fifth Avenue. By invitation. (For Release, Thurs., Sept. 26.) (Note Change of Date and Time.) Publicity: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR
Beginning Wednesday Sept. 25	OPENING OF RESORT COLLECTION Cabana's Resort beachwear, dresses, and playclothes, designed by Miss Rikki. Continuous daily. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Thursday Sept. 26 9:30 A.M. Coffee	PRESS PREVIEW OF "LEISURE HOMES" Preview for press of furnished homes for leisure living. By invitation. (For Release, Mon., Sept. 30.) Publ.: Mary Boyle, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Thursday Sept. 26 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION Showings at 10:30 A.M., Thurs., Sept. 26 and Tues., Oct. 1. By reservation. Contact: Mabel Glemby, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 26 11:30 A.M.; 4:00 P.M.	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne's Resort and Summer swimsuits at two showings: Sept. 26 at 11:30AM and 4:00 P.M. By invitation. Contact: Eleanor McKay, OR. 9-8060.	ROXANNE SWIMSUITS CO.	1407 BROADWAY SHOWROOM - 3507
Thursday Sept. 26 12:00 Noon	OPENING OF RESORT COLLECTION One showing only, by reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Sept. 26 12:15 P.M. Luncheon	LUNCHEON AND "STRETCH SEMINAR" Chemstrand will be host at luncheon and fashion showing of stretch fashions followed by seminar at 1:30 P.M. Panel discussion on stretch by experts in fibers, fabrics, and fashion. For press and trade, by invitation. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	CHEMSTRAND COMPANY (350 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Sept. 26	REISS & FABRIZIO RELEASE DATE--Fur fashions. (Preview Sept. 24--See Pg. 8)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 26 12:30 P.M.- 4:00 P.M.	BENEFIT FASHION SHOW Resort, Fall, and ski fashions by Christian Dior, N.Y., available at Saks Fifth Avenue. Show at 2:45 P.M. For benefit of St. Barnabas Hospital. Reservations--\$5.00; contact: Mrs. Betty Merrill, CY. 5-2000. Dior Contact: Mary MacFadden, LO. 4-9220.	CHRISTIAN DIOR, N.Y. (498 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Sept. 26 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS "Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC.	TIME & LIFE BLDG. 2ND FLOOR--AUDITORIUM
Thursday Sept. 26 4:00 P.M.- 6:00 P.M.	"WHAT MOTIVATES MEN TO BUY?" Speakers: Myron Blumenfeld, Toiletries Buyer--Bloomingdale's; Samuel Ferber, Advertising Manager--Esquire Magazine; Richard Schneider, Vice President--Broadstreet's. Members--\$3.00; non-members--\$4.50. Contact: Annette Green Assoc., 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	HOTEL DRAKE DEVON ROOM
Thursday Sept. 26 5:00 P.M. Cocktails	SPECIAL PREVIEW: CRUISE COLLECTION "Sun Lane Cruise Collection"--Jerry Silverman's cruise fashions, designed by Shannon Rodgers, will be presented aboard the S.S. Constitution. By invitation. Continuous thereafter in showroom. Contact: Jean Dionne, CH. 4-4940, or CH. 4-7522.	JERRY SILVERMAN (530 SEVENTH AVENUE)	S.S. CONSTITUTION PIER 84
Thursday Sept. 26 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Twenty-first annual award, this year to Bill Blass and Rudi Gernreich. Also, special awards to fur designer Betty Yokova of A. Neustadter & Sons; and Arthur and Theodora Edelman of Fleming-Joffe. Fashion show at 9 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Sept. 27	GIMBELS RELEASE DATE--Children's imports. (Preview Sept. 20--See Page 6)		
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown. <u>Holiday, Sat., Sept. 28.</u>)		
Sept. 30	MACY'S RELEASE DATE--Leisure homes. (Preview, Sept. 26--See Page 9)		
Monday Sept. 30 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FAIR Modeling of import fashions and boutique items; tour of food and home furnishings departments. By invitation. (For Release, Tues., Oct. 1.) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Monday Sept. 30 12:00 Noon	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter made-to-order fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Oct. 1.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Sept. 30 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Fabric Exhibit, Spring-Summer 1964. Speaker: Senator Jacob K. Javits. Co-chmn.: Eve Orton, "Harper's Bazaar" and Virginia Williams, Carlisle Shoe Co. Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 30 12:00 Noon- 6:00 P.M. Buffet	NEW "FILIGREE" HAIRCUT AND NEW BRANCH SHOP Ila of New York will introduce her "Filigree" haircut, a new hair-shaping technique. Also, launching her new midtown branch shop at the Hampshire House. By invitation. (<u>For Release, Wed., Oct. 2.</u>)	ILA OF NEW YORK (25 EAST 77TH STREET)	HAMPSHIRE HOUSE SALON - 2ND FLOOR Contact: LT. 1-0984.
Monday Sept. 30 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON Herbert Sondheim's Fall collection, designed by Bruno, and available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, PL. 2-5726.	HERBERT SONDHEIM (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Monday Sept. 30 5:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for the press. By invitation. (<u>For Release, Wed., Oct. 2.</u>) Publicity: Vera Bacal, PL. 3-8421. <u>Customer showing Tues., Oct. 1 at 3:00 P.M.</u> Contact: Mrs. S.K. Steffan, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Monday Sept. 30 6:30 P.M. Buffet	PREVIEW OF FOOTWEAR AND SPORTSWEAR Preview for press of Rudi Gernreich's Resort sportswear, coordinated with footwear by Capezio. By invitation. Publicity: Lois Muller, JU. 6-2150.	CAPEZIO & RUDI GERNREICH	9 WEST 61ST STREET SHOWROOM
Tuesday Oct. 1 10:30 A.M.	RESORT AND CRUISE COLLECTION Cruise and Resort fashions, designed by Tina Leser for David M. Goodstein, Oct. 1, 3, 8, 10, 16, 23 at 10:30. By reservation. Contact: Carolyn Carpenter, LA. 4-2577.	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 1 11:30 A.M. & 4:00 P.M.	TWO SHOWINGS OF 1964 SWIMWEAR Two showings of Darlene swimwear: 11:30 A.M. (buffet) and 4:00 P.M. (cocktails). By invitation. Contact: Jean Sessions, BR. 9-9400.	DARLENE KNITWEAR, INC. (1407 BROADWAY)	SAVOY HILTON HOTEL SALON BLEU-2ND FLOOR
Tuesday Oct. 1 2:30 P.M.	OPENING OF RESORT COLLECTION Resort sportswear, dresses, and separates, designed by Peggy Thayer. Shows Tues., Wed., Thurs., through Oct. 17 at 2:30. By reservation. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 1 4:00 P.M. Cocktails	PREVIEW: RESORT AND CRUISE COLLECTION Preview of dresses and coordinates; also boutique imports. By invitation. Continuous thereafter in showroom. Contact: OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Oct. 1 4:00 P.M.	PREVIEW: RESORT AND HOLIDAY COLLECTION By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 1 4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS PRESENTATION Presentation of Awards for outstanding jewelry designs to 24 jewelers from five countries. Jewelry exhibit from 4:30. Presentation at 5:30. By invitation only. (Public exhibition: \$1.00, Oct. 2-4, for benefit of Institute for International Education.) Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (1271 SIXTH AVENUE)	PARKE-BERNET GALLERIES 980 MADISON (77TH ST.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Oct. 1	RESORT AND ADVANCE SPRING COLLECTION Continuous showings of suits, ensembles, and coats for Resort and advance Spring. Contact: Bert Barber, PE. 6-2291.	BARBERINI, LTD. (DIV. OF ORIGINALA)	230 WEST 38TH STREET SHOWROOM - 9TH FLOOR
Oct. 2	MAXIMILIAN RELEASE DATE--Fall-Winter furs. (Preview Sept. 30--See Above)		
Wednesday Oct. 2 3:30 P.M. Cocktails	PREVIEW OF RESORT SPORTSWEAR COLLECTION Melba Hobson's collection of sportswear, separates and dresses for Resort. By invitation. Continuous thereafter in showroom. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE (1407 B'WAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 2 4:00 P.M.	PRESS PREVIEW OF FUR COLLECTION Preview for press of high fashion furs, designed for Neustadter by Betty Yokova, 1963 Coty Special Awards winner. By invitation. Contact: Marc Spaulder, LA. 4-3365.	NEUSTADTER FURS	FOUR SEASONS 99 EAST 52ND STREET
Wednesday Oct. 2 4:30 P.M.	PREVIEW OF "CORFAM" SHOE UPPER MATERIAL Du Pont will introduce "Corfam" poromeric shoe upper material to the press. By invitation. Contact: Wright Johnson, 971-4431.	DU PONT	NEW YORK HILTON MERCURY BALLROOM
Wednesday Oct. 2 5:30 P.M.- 8:00 P.M.	PRESS PREVIEW: IRISH EXHIBITION Special exhibition and reception for Irish celebrities. By invitation. (For release, Friday, Oct. 4). Public Relations: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Thursday Oct. 3 7:00 P.M.- 11:00 P.M.	"FORECAST OF FASHION" DINNER DANCE "Early Party"--fourth annual "Forecast" and fashion show for benefit of Museum of Early American Folk Arts, New York's newest museum. By invitation. Public Relations: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	NEW YORK HILTON TRIANON BALLROOM
Friday Oct. 4 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION Press preview of Wragge's Resort and Spring collection. By invitation. Thereafter, Oct. 8, 14, 21, 28 at 11:00 A.M. All showings by invitation. Contact: Pat Brooks, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Oct. 4 2:30 P.M.	PRESS PREVIEW: RESORT BOUTIQUE COLLECTION John Weitz will preview his boutique collection for Resort and Cruise. By invitation. (Note Change of Date and Time.) Contact: Virginia Scovill, LO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.
Sunday Oct. 6 6:00 P.M.	RESORT AND SPRING OPENING IN CALIFORNIA By invitation only. Contact: Walter Oppenheimer, MADison 7-0806 (L.A.).	HELGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL CRYSTAL ROOM
Monday Oct. 7 8:30 A.M.	RESORT AND SPRING CALIFORNIA OPENING Breakfast showing, by invitation. Contact: Jose Fernandez, OL. 5-8926 (L.A.).	WERLE	626 N. ROBERTSON BLVD. LOS ANGELES

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Friday	Oct. 4: 11:30 A.M. Oscar of Beverly Hills.	Oct. 6: 9:30 A.M. Mike Anthony.
Oct. 4-	11:30 A.M. Maxwell Shieff; 1:30 P.M. Elis Porter; 4:15 P.M. Michael	
Oct. 9	Novarese; 6:00 P.M. Helga.	Oct. 7: 10:30 A.M. Marusia; 1:30 P.M. Travilla;
	3:00 P.M. Helen Rose; 4:30 P.M. Irene; 8:30 P.M. Cooper Couture.	Oct. 8:
	8:30 A.M. Peggy Hunt; 10:30 A.M. Pat Premo; 11:30 A.M. Louis Margliano;	
	2:30 P.M. Stanley Nelson; 4:30 P.M. Georgia Bullock.	Oct. 9: 1:00 P.M.
	Whittier; 4:30 P.M. Annette Bullock; 6:30 P.M. Paul Whitney.	
	Contact: Barbara Trister, 819 Santee Street, Los Angeles.	

Monday	PRESS PREVIEW: NEW	SAKS FIFTH AVENUE	ST. REGIS HOTEL
Oct. 7	PEARL SALON		PRIVATE SUITE
12:30 P.M.	Saks Fifth Avenue will present the collection of cultured pearls from		
Luncheon	their new Pearl Salon. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.		

Monday	RESORT & SPRING	BUD KILPATRICK, INC.	BEVERLY HILLS HOTEL
Oct. 7	OPENING IN CALIFORNIA	(2139 STONER AVE., L.A.)	BEVERLY HILLS, CALIF.
5:30 P.M.	By invitation only. Contact: Eph Feinberg, BR. 2-1178 (L.A.).		

Beginning	OPENING: RESORT AND	PHELPS	SHERATON RUSSELL HOTEL
Monday	SPRING COLLECTION	(SKYLAND, S. C.)	PARK AVE. & 37TH STREET
Oct. 7	Phelps collection for Resort and Spring of separates, dresses, coats, and leather accessories. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, Skyland, North Car., ASHEVILLE 2-1462; after Oct. 7, MU. 5-7674.		

Beginning	RESORT AND SPRING	WAYNE FULLER, INC.	122 EAST 7TH, L.A.
Monday	CALIFORNIA OPENING		SHOWROOM - 12TH FLOOR
Oct. 7	Afternoon, country club dresses and costumes. By appointment. Contact: Dick Steiner, MA. 7-5461 (L.A.).		

Tuesday	PRESS PREVIEW OF	BERGDORF GOODMAN	5TH FLOOR
Oct. 8	GIFTS AND ANTIQUES		
11:30 A.M.	Preview for press of gift and antique collection. By invitation. (For Release, Wed., Oct. 9.) Publicity: Florence Neff, PL. 3-7300.		

Tuesday	PRESS PREVIEW OF	ROBERT SLOAN	498 SEVENTH AVENUE
Oct. 8	SPORTSWEAR COLLECTION	SPORTSWEAR, INC.	SHOWROOM - 7TH FLOOR
4:00 P.M.	Robert Sloan will present his 1964 Resort collection of sportswear, dresses, and playclothes, designed by Sylvia de Gay. By invitation. Continuous thereafter. Publicity: Margaret Hodge, 110 W. 51st St., LT. 1-3260.		

Friday	ANNUAL AWARD	N.Y. FASHION DESIGNERS,	HOTEL PLAZA
Oct. 11	DINNER DANCE	INC. (1457 BROADWAY)	BALLROOM
7:00 P.M.	"October in New York"--award dinner this year will honor Mrs. Diana Vreeland, editor-in-chief, "Vogue"; and the 1963 Textile Award will be received by Mr. William G. Lord for Burlington Industries, Inc. Honorary Chmn.: Laura Johnson, Mildred Morton, Charles Revson. Reservations: WI. 7-0324.		
Dinner			

Tuesday	PREVIEW OF	MAIDENFORM	EL MOROCCO
Oct. 15	SWIMWEAR '64		305 EAST 54TH STREET
9:00 A.M.	Preview of "The Wildcat"--Maidenform's 1964 swimwear collection for press and buyers. Show at 9:30. Admission by ticket only. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.		
Breakfast			

1964

JANUARY

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